

Can I Get in Trouble? **YES!!!**

Though these drinks can be confusing, it is still the seller's responsibility to know the difference between nonalcoholic and alcoholic energy drinks. If these are sold to minors, the same standards apply as those in the cases of traditional alcoholic energy drinks sold to minors. Parents may also still be charged even if they unknowingly buy them.



So....Make sure you know the difference and always double check.

1. Read the can.
2. Look for the Surgeon General's Warning and the ALC/VOL.
3. Don't assume or take the customer's word for it.

TELLING THE DIFFERENCE IS THE SELLER'S RESPONSIBILITY!



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**KENTUCKY ALCOHOLIC
BEVERAGE CONTROL**



Alcohol and Energy Drinks: They're all the Buzz



TEL: 502-564-4850
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► Alcohol and Energy Drinks

What's the Buzz About?

Recently, the malt beverage industry has come out with energy drinks that contain alcohol. These drinks present many problems.

1. They are packaged like nonalcoholic energy drinks and are difficult to discern.
2. Clerks are being confused by these drinks due to the packaging and are selling them to minors.
3. Even for legal-aged drinkers, the mixing of stimulants and depressants can produce risk.



Hard To Tell From Nonalcoholic

The ABC Enforcement Division is noticing an increase in sales to minors due to the confusing packaging of alcoholic energy drinks. The traditional look and branding are not being used in these drinks. Many are packaged in brightly colored cans with unrecognizable brand names.

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Health Risk

Mixing alcoholic beverages and highly caffeinated beverages poses several health risks:

1. Alcohol is a depressant and energy drinks are stimulants. The stimulant effects of the energy drink can mask how intoxicated you are and prevent you from realizing how much alcohol you have consumed. Fatigue is one of the ways the body normally tells someone they've had enough to drink.
2. The stimulant effect can give a person the impression they aren't impaired. No matter how alert you feel, your Blood Alcohol Content (BAC) is the same as it would be without the energy drink. Once the stimulant effect wears off, the depressant effects of the alcohol will remain and could cause vomiting in your sleep.
3. Both energy drinks and alcohol are very dehydrating (the caffeine in energy drinks is a diuretic). Dehydration can hinder your body's ability to metabolize alcohol and will increase the toxicity, and therefore the hangover, the next day.



How To Tell the Difference

There are two pieces of information to look for if you are confused about the content of the energy drinks:

1. All of these drinks will have "ALC/VOL" printed on the can. This will tell the consumer the percentage of alcohol in that drink. These drinks often have a higher alcohol percentage than traditional malt beverages.
2. Every drink containing alcohol will have a Surgeon General's Warning printed on the packaging.

GOVERNMENT WARNING: (1) According to the Surgeon general, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

Often times, energy drinks containing alcohol are displayed throughout a store, not just in the beer cave.



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